



ALABAMA
MILES CHALLENGE

About the Challenge

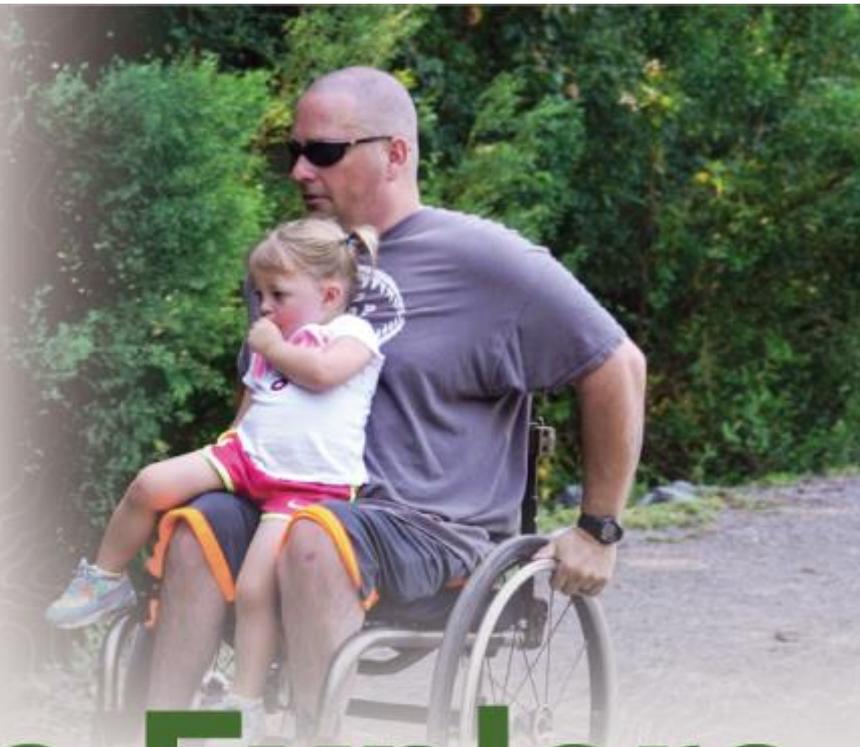
- Interactive website and social media engagement #100ALMiles
- Statewide public awareness campaign and events
- Inclusive – encourages all Alabamians to walk, run, hike, bike, swim, paddle, ride or roll 100 miles each year (+ activity converter)
- Electronic badges for milestones reached and places visited - gamification
- Offers workplace/community/school wellness through Groups and Buddies
- Statewide events database
- Benefits the public's health, strengthens sense of community, enhances quality of life and supports economic development through recreational tourism and retail sales
- Increases public use and appreciation of local, state and federally managed recreational lands



Be Active



**Start your
journey today!**
100alabamamiles.org



Go Explore



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Start your journey today!

100alabamamiles.org



Connect with Others



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100alabamamiles.org

Founding Partners and 2018 Sponsors*

- AARP of Alabama*
- Alabama Obesity Task Force
- Alabama Department of Public Health
- Alabama Trails Commission
- BCBS of Alabama*
- Governor's Physical Fitness Commission*
- Jefferson County Department of Public Health*
- Lakeshore Foundation*
- University of Alabama Center for Economic Development *
- Alabama Beverage Association*
- Markstein*
- Baptist Health Foundation*

Are YOU up for the Challenge?



100
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Join the
Challenge
in 2018

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“The 100 Alabama Miles Challenge is a great way to get outside, enjoy the company of friends and family, and see our beautiful state! As someone who loves physical activity and the outdoors, I am excited to be the spokesperson for this important program. Join me in taking the 100 Alabama Miles Challenge and log your 100 miles of activity in 2018!”

— NOAH GALLOWAY

Walking
Running
Hiking
Swimming
Paddling
Rolling
100 Miles
Through Our
Beautiful
State in 2018!

Tag us with #100AlMiles

100alabamamiles.org

